



# *PSA ADVISORY*

## **PRESS OFFICE**

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### ***SBA Radio Spots, Print PSAs Alert Hurricane Victims To Low-Interest Loans for Recovery, Rebuilding***

**WASHINGTON** – The U.S. Small Business Administration today released a series of print and audio public service announcements (PSAs) to alert victims of Hurricanes Katrina and Rita of a low-interest SBA loan program that can help them finance their recovery and rebuilding from the storms.

The 30-second spots feature SBA Administrator Hector V. Barreto informing victims how to apply for low-interest SBA loans under the agency's Disaster Assistance program, and pointing out to them that the agency can make disaster recovery loans to homeowners and renters as well as to businesses.

"We hope that media in the areas directly affected by these two major hurricanes will use these public service announcements to alert their audiences to the assistance that is available to help them and their communities recover," Barreto said. "Media in areas with large numbers of evacuees should also use these PSAs to get this important message out."

The audio PSAs are available in a downloadable MP3 format in English and Spanish on the SBA Web site at [http://www.sba.gov/disaster\\_recov/disasterpsas.html](http://www.sba.gov/disaster_recov/disasterpsas.html). The site holds a general 30-second spot for victims of both hurricanes, and 30-second spots that are specific to victims of Hurricane Katrina and to Hurricane Rita. Radio stations can download the public service announcement in MP3 format by logging on to the SBA Web site.

The agency also has prepared print PSAs that can be downloaded for publication in newspapers or magazines. The files are in a PDF format, and can be downloaded from [www.sba.gov/disasterassistancepsas.html](http://www.sba.gov/disasterassistancepsas.html). There are three versions of the print PSA, one general version for either hurricane, and one specific to Katrina and another specific to Rita. Each is available with one of two different photographs.

The SBA offers loans up to \$200,000 to repair disaster damaged primary residences. Homeowners and renters are eligible for loans up to \$40,000 to replace personal property such as furniture and clothing. Loans to businesses of all sizes and non-profit organizations are available up to \$1.5 million to repair damage to real estate, machinery, equipment and inventory. Economic Injury Disaster Loans (EIDLs) are also available to small businesses unable to pay bills or meet operating expenses. Congress is considering raising these loan limits.

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